

Op 02 december 2022 te Belgrado, Servië heeft het bestuur van AICESIS de volgende besluiten genomen:

AICESIS Media Strategy
<b>GOALS</b> <ul style="list-style-type: none"><li>- Promotion of AICESIS as a single international organization of the civil society</li><li>- Attraction of the new members</li></ul>
<b>TASKS</b> <ul style="list-style-type: none"><li>- Enlargement of the AICESIS connection network with international nonpolitical organizations</li><li>- Highlighting the AICESIS input in the international cooperation as a nonpolitical association</li><li>- Formulating the added value of the AICESIS, and the AICESIS impact in research and enhancement of the international civil society voice</li><li>- Promoting the attractiveness of the AICESIS worldwide</li></ul>
<b>AUDIENCE</b> <ul style="list-style-type: none"><li>- Country and regional civil society institutions</li><li>- Public institutions of different countries</li><li>- International nonpolitical organizations</li></ul>
<b>REGIONS</b> <ul style="list-style-type: none"><li>- Africa</li><li>- America</li><li>- Asia</li><li>- Europe</li></ul>
<b>SPOKESPEOPLE</b> <ul style="list-style-type: none"><li>- AICESIS President</li><li>- AICESIS SG</li><li>- Representatives of ESC-Sis – AICESIS members, approved by the AICESIS Board/ President’s appointment</li></ul>
<b>CHANNELS OF COMMUNICATION</b>
<b>WEBSITE</b> <ul style="list-style-type: none"><li>- Promote and inform about activities and different projects of ESC-SIs in different countries</li><li>- Regular information update, creating new content, added by the ESC-SIs, for example interview with ESC-SIs Presidents and initiators of different country and regional projects</li></ul>

### **BROCHURE /PRESENTATION/ MEDIA KIT**

- Preparing an information brochure, presentation, and media kit in English and French
- Regular update of the information

### **SOCIAL MEDIA**

- Creating accounts and providing concerted social media policy and protocols for posts on
  - o Twitter
  - o Facebook
  - o Telegram

in English and French simultaneously

- Reposts of the ESC-SI publications and ensure that posts include keywords and hashtags selected for SEO
- Regular website update

### **INTERNATIONAL CONFERENCES**

- Invitation at the AICESIS international conferences renowned high-profile speakers and experts
- Participation of the AICESIS members in UN and other major international conferences positioning themselves as AICESIS representatives

### **PRESS-RELEASES ON NEWS WORTHY EVENTS**

- Draft and distribute press release announcements on various international events as reaction / commentaries on them and events within AICESIS countries
- Distribute press releases to relevant local, regional and international media outlets

### **MONTHLY AICESIS NEWSLETTER**

- Creating a newsletter format
- Newsletter monthly distribution with information on ESC-SIs' events, activities and projects among AICESIS members, ESC-SIs – nonmembers, representatives of international organizations and state officials of different countries
- All content in the newsletter to include links to various landing pages on AICESIS website to drive inbound traffic to the site and its various pages.

### **POOL OF JOURNALISTS**

- Forming and regular update of the journalist pool of local, regional and international media, specializing in social-economic sphere in order to distribute AICESIS information to them

### **MARKETING INITIATIVES**

- AICESIS brandbook development
- Development of the AICESIS pins
- Development of the AICESIS award for the most prominent social initiative / project